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ABSTRACT

This study analyzes 312 articles in 10 library and information science periodicals published between June 1994 and June 1995. The purpose of the analysis was to collect information relating to subject trends and authorship characteristics. Management, acquisitions, library services, professional concerns, and library history were the most popular subjects and had the greatest number of occurrences. The subjects were regrouped into fewer categories and then information technology, library services, management, and professional concerns were the most popular. Authorship was analyzed with regard to the sex, occupation, and institutional affiliation of the author. Male authors wrote 184 (60.5%) of the articles and females wrote 120 (39.5%), a significant increase in the number of male authors. Occupations of the authors were cross tabulated by gender to reveal that 58% of the library directors and deans who publish are male. The number of reference librarians who publish showed a considerable increase since the last time a similar analysis was undertaken. Analysis of the affiliations of authors revealed that 243 (77.9%) were affiliated with academic libraries. The content of the articles was studied in order to determine whether they were research or non-research based articles, and the type of research method used. The most popular method of research remained the survey method, and 224 (71%) were non-research based. Appendices include a coding sheet and lists of journals, affiliations, occupations, subjects, and research methods. (Contains 10 references.) (Author/SWC)

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CONTENT ANALYSIS OF JOURNAL LITERATURE
IN LIBRARY AND INFORMATION SCIENCE
FROM JUNE 1994 - JUNE 1995

A Master's research Paper submitted to the
Kent State University
School of Library and Information Science
in partial fulfillment of the requirements
for the Degree of Master of Library Science

By

SUHASINI KUMAR

NOVEMBER 15TH, 1995

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ABSTRACT

CONTENT ANALYSIS OF JOURNAL LITERATURE IN LIBRARY AND INFORMATION SCIENCE FROM JUNE 1994 - JUNE 1995.

This study analyzed the articles in ten library and information science periodicals published between June 1994 and June 1995. The purpose of the analysis was to collect information relating to subject trends and authorship characteristics as illustrated in these articles. The authorship was analyzed with regard to the sex, occupation and affiliation of the author. The articles were examined to determine the choice of subject. The content of the articles was also studied in order to determine whether they were research or non research based articles and the type of research method used. Data was collected for 312 articles. It was found that 184 (60.5%) of the authors were men and 120 (39.5%) were women. When the occupations of the authors were cross tabulated by gender it was found that 58% of the library directors and deans who publish were male. The number of reference librarians (63%) showed a considerable increase since the last time such an analysis was undertaken. While analyzing the affiliations of the authors it was found that 243 authors (77.9%) were affiliated with academic libraries. Of the 312 articles that were studied, 224 (71%) were non-research based articles and the most popular method of research remained the survey method.

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CHAPTER I

INTRODUCTION

Periodical literature reflects the current concerns that dominate a particular field of study. Analysis of the literature reveals the evolution of the discipline. It shows the predominant areas of interest and the most popular methods of research being used during a particular period in time. Periodical literature also provides specific information about the author or researcher which could be useful in analyzing the authorship of journal articles.

Most professions evaluate their literature regularly in order to ascertain the special trends prevailing in the professional literature. In the case of the literature of library and information science not many efforts have been made to systematically analyze and evaluate the essential nature of the literature, considering the rate at which the literature is growing today. It is vital to conduct methodical analysis of journal literature in order to understand the true nature of the present state of the library profession. When the same concepts are

compared and analyzed at regular intervals very useful conjectures can be arrived at regarding the profession's development in the light of its relationship with the past and predicted future trends.

This past year has been a very important year with regard to the great changes that have been experienced by the libraries and the librarians. This might be considered to be a period of transition when libraries have been making monumental changes in order to become part of the information highway. Librarians' duties have changed and the services being offered are vastly different from that of a year ago. The very concept of a library is now being replaced by the nebulous and exciting idea of the virtual library. The patron's needs are no longer what they were before. The very essence of librarianship has to be restructured in order to meet the present day demands.

It was found necessary to gather information in order to analyse the concerns of the library profession especially during this period of transition. What were the apprehensions, what were the concerns, what were the vital issues that were addressed and discussed during this time ? Who were the people affected by these problems? What methods did they use in order to express their concerns effectively? These were the concepts that were researched and studied in the present analysis.

PURPOSE OF THE STUDY

The purpose of this study was to analyze the current subject trends, types of research, and specific authorship characteristics relating to articles published in ten Library and Information Science journals covering the period between June 1994 - June 1995. Library literature has often been criticised for the lack of research to substantiate the assumptions that have been made in the professional literature. The present study attempts to analyse the articles found in library journals with the view to finding out how many of the articles published during the said period were research based or non-research articles. The study includes an analysis of the subject content and the research methodology used in each case. The number of research based articles clearly reveals how much systematically analyzed information the literature has acquired during the current period of study. A study of the methods that are being used to carry out the research shows the most frequently applied methods that are being adopted today.

The findings of this study hopes to present a better understanding of the current trends in the choice of subjects, specific authorship characteristics and research methods being adopted in the articles in the library and information science periodical literature during this historic period of transition. The quantitative analysis which was carried out will serve to authenticate the findings.

CHAPTER II

LITERATURE REVIEW

The growing maturity of librarianship is revealed by the great deal of library and information science literature that is being published today. The journal literature in the field of librarianship has been viewed and analyzed from various angles.

Bluma C. Peritz¹ study of 1977 made a very important contribution to the exploration of the structure of librarianship as indicated by the research tradition in librarianship. This study covered library research published between 1950 through 1975 and analysed the methodology used, the type of organization or library investigated, the kind of activity investigated and the institution the author was affiliated with. The most important finding according to her was the great increase in the number of research papers during the decade 1960 to 1970. Patricia Feehan, W.Lee Gragg, W. Michael Havener, and Diane Kester² analysed issues and trends in library and information science research published during 1984. They examined 91 library and information science journals and studied the articles from the perspective of the subjects researched and the methodology used to complete the

research. The findings which were statistically analysed were then compared to earlier studies. This study revealed the fact that library science used several different methods of research and the subjects that were chosen were equally varied and diverse. Feehan et al. however felt " there is still room for growth in the sophistication of research methods and analytical techniques employed by researchers in our field."³

Martyvonne Nour⁴ covered the library journal publications of 1980 with the intention of describing the research articles published in them. She examined all the issues of 41 selected journals for 1980. Nour used the definitions and procedures used by Peritz in her study. Nour found that 40% of the articles used the survey methodology and that the second most popular method of research was the theoretical/analytic followed by bibliometrics. Compared to Peritz⁵ findings that there was a marked increase in research papers during 1960 to 1970, Nour finds that there was an increase in the number of research articles on the whole, but the number of research articles in the core journals had declined. Sisko Kumpulainen⁶ analyzed the library and information science research of 1975. The study undertook to examine 30 "core" library and information science journals and analyzed 632 articles that appeared in them. A content analysis revealed that the most frequently approached subjects in 1975 were library information services and information storage and retrieval. The most popular method of research was the survey method.

Masse Bloomfield⁷ carried out a quantitative analysis of the publishing characteristics of librarians. Using citations from *Library Literature* he endeavored to determine the publication activities of librarians.

John Olsgaard and Jane Olsgaard⁸ wrote an article on the authorship data gleaned from five major library science journals for the period 1968-77. Martha Adamson and Gloria Zamora⁹ examined a different list of journals on the issue of authorship characteristics over the same time period as that of the Olsgaard article.

Stephen Atkins¹⁰ surveyed the articles in nine journals in order to study the subject trends in library and information science research during 1975-1984. He listed 48 subjects ranging from the most popular subject which he identified as library management to the least popular subject which he referred to as library fund-raising. Atkins also observed that articles concerned with technology were fast gaining popularity and had tripled in frequency of occurrence.

In her 1991 analysis of sixteen library periodicals Lois Buttlar¹¹ analyzed sixteen library periodicals with regard to various characteristics of their authors, including sex, occupation, affiliation and geographic location. She also examined the subject coverage and the methodologies employed in the research articles. The major findings disclosed by her show that males and

females publish an equal number of articles. A major portion (61%) of the publications was attributed to academic librarians. The geographic regions that had the most authors were the Mideast and the Midwest. Research based articles were on the increase and it was discovered that males and females published an equal percentage of research based articles with the survey methodology being the most frequently used method of research.

CHAPTER III

METHODOLOGY

Ten journals from the field of library and information science were chosen for the analysis. The literature was examined to decide the list of journals to be selected for the analysis. The choice of five of the journals was based on the 'core journals' determined by Peritz¹² and eight on the criteria used by Lois Buttlar¹³ in her 1991 study. The journals that were chosen for this study are:

Journal of Academic Librarianship

Library Administration

Library Administration and Management

Libraries and Culture

Library Review

Library Information Science Research

Library Resources and Technical Services

Library Trends

Library Quarterly

Special Libraries

Preference was given to journals that included more research based articles. Each journal was closely studied from the period of June 1994 through June 1995. Only the contents of the articles were analyzed; editorials, notes and reviews were not considered for this analysis. Articles were analysed with regard to the

author's gender, occupation and affiliation. The articles were analysed on the basis of whether they were research or non-research articles. They were also analysed with regard to the choice of topics and on the kind of research techniques used.

The author's gender was basically determined by the author's first name and those that could not be easily discerned were designated to the 'not known' category only after all efforts to identify them had proved futile.

An article was considered to be a research article if it followed a formal methodology to collect and analyze its data. Nine methods were identified in these articles they were: survey, content analysis, historical research, observation and description, experimental, case study, combination of methods, bibliometrics and statistical analysis.

The subject coverage and the length of each article was studied. Subjects were analyzed by the total number of articles covered by each category. Subject categories based on the subject content of the articles themselves were determined in a manner similar to that of Atkins'¹⁴ study of subject trends over a period of ten years. A list of the author's occupations and affiliations was compiled after each journal had been examined.

A code sheet (see Appendix A) was prepared for each article and the data then entered into the Kent State University's mainframe computers and analysed for frequency distributions and cross tabulations using the SAS statistical package.

CHAPTER IV.

FINDINGS

Data was recorded for 312 articles taken from ten library and information science journals (see Table 1). Distribution of articles by professional journal showed that the *Journal of Academic Librarianship* published the most number of articles. It published 54 articles (17.3%); this was closely followed by the journal *Library Administration and Management* which recorded 48 articles (15.4%). *Library Review* had 41 articles which is 13.1% of the articles published and *Library Trends* followed with 36 articles (11.5%).

TABLE 1
DISTRIBUTION OF ARTICLES ANALYZED
BY PROFESSIONAL JOURNAL

Journal	f	%
<i>Journal of Academic Librarianship</i>	54	17.3
<i>Library Administration</i>	27	8.7
<i>Library Administration and Management</i>	48	15.4
<i>Libraries and Culture</i>	13	4.2
<i>Library Review</i>	41	13.1
<i>Library and Information Science Research</i>	19	6.1
<i>Library Resources & Technical Services</i>	26	8.3
<i>Library Trends</i>	36	11.5
<i>Library Quarterly</i>	17	5.4
<i>Special Libraries</i>	31	9.9
Total	312	100.0

Gender of the Author

When considering the gender of the author it was found that 184 (60.5%) were men and 120 (39.5%) were women; 9 authors had foreign language names and it was difficult to determine their gender by the method adopted in the other cases. These findings reflect an increase in the number of men authors when compared with Buttlar's 1991 study where the percentage of men was 47.83% and women 52.17% . The reason for the increase in men authors might mean that there is a larger number of men entering into this field now, and this increase might be attributed to the fact that the profession is gaining more importance with the technological innovations that are taking place in this area.

Gender and Occupation of Authors

Twenty two occupations of the authors were cross tabulated by gender in order to study the distributions of the authors with regard to occupation. It was found that 58% of the library directors and deans who publish are male. The number of male reference librarians which is 63% has increased since the 1991 analysis of Buttlar which showed 45% of reference librarians¹⁵ were men. Female special librarians seem to publish more than male (see Table 2).

TABLE 2
DISTRIBUTION OF AUTHORS BY SEX AND OCCUPATION

Occupation	Males		Females	
	f	%	f	%
Library Deans/Dirs	30	58.82	21	41.18
Adminstrators	4	66.67	2	33.33
Head Public Services	6	54.55	5	45.45
Reference Librarians	30	63.83	17	36.17
Head Technical Services	6	66.67	3	33.33
Technical Services Librarian	5	45.45	6	54.55
Systems Librarian	0	00.00	4	100.00
Head Collection Development	2	40.00	3	60.00
Collection Development Librarian	3	75.00	1	25.00
Head Document Delivery	2	100.00	0	00.00
Library School Deans	1	50.00	1	50.00
Library School Faculty	27	67.50	13	32.50
Other Faculty	19	59.38	13	40.63
Head Special Libraries	6	54.55	5	45.45
Special Librarians	9	47.37	10	52.63
Directors/Pres. of Firms	10	58.82	7	41.18
Consultants/Research Servs.	5	62.50	3	37.50
Editors/Publishers	3	100.00	0	00.00
Graduate Students/Researchers	3	60.00	2	40.00
Other	13	76.47	4	23.53
Total	184	60.53	120	39.47

Author Affiliation

While studying the affiliations of the authors it was found that 243 authors (77.9%) were affiliated with academic libraries (see Table No.3). Twenty seven (8.7%) of the authors were affiliated with special libraries and eighteen (5.8%) of them with consulting firms. It is not surprising, however, that the most articles were published by authors who were affiliated with academic libraries. Librarians and library school faculty are required to publish regularly and this may be the reason why there are so many publications from authors affiliated with the academic library. There were very few authors affiliated with public libraries; they amounted to (2.2%) of the total number of authors.

TABLE NO.3
MOST FREQUENT AFFILIATION BY NUMBER OF AUTHORS

Affiliation	f	%
Academic Library	243	77.9
Special Library	27	8.9
Consultants/Firms	18	5.8
Research Centers	9	2.9
Public library	7	2.2
Other	8	2.5

Research or Non-research Article

The articles were first examined to determine whether they were research articles or not. It was found that 224 (71.8%) of the articles out of the total 312 were non-research based articles and 88 (28.2%) articles were found to be research based (see Table No.4).

Research articles followed different methodologies such as the survey method, content analysis, historical research, observation and description, experimental research, case study, bibliometrics, statistical analysis, and a combination of methods. It was observed that 40 (46%) of these articles used some form of a survey methodology. The survey method appears to have been the most popular means of data collection and analysis followed during this period of time. The historical method of research was applied in 12 instances which shows that 13.8% of the articles were written by authors who favored this method. Eight articles (9.2%) preferred the content analysis method. Seven of the articles (8.0%) fall under the observation and description category of research. Case studies were featured in nine (10.3%) of the research articles.

Bibliometrics seems to be one of the less popular methods of research used during this period. With several citation indexes available online the challenge of search and discovery is no longer as exciting as it was before in the area of citation analysis.

TABLE 4
DISTRIBUTION OF ARTICLES BY TYPE OF METHODOLOGY

Method	No.	%
Survey Method	40	46.0
Content Analysis	8	8.0
Historical Research	12	13.8
Observation & Description	7	8.0
Experiment	4	4.6
Case Study	9	10.3
Combination of Methods	1	1.1
Bibliometrics	3	3.4
Statistical Analysis	2	2.3

When considering the results of other researchers on the topic of research and non-research articles it is seen that Peritz perceived that the occurrence of research articles steadily grew from 1950 to 1975 reaching 35% in 1975. The amount of research articles found in library and information science journals in the years covering 1980, 1983 and 1984 was about 24% and this was less than the 1975 percentage. Feehan, et al.,¹⁶ article states that the decline in the number of research articles may be traced to the budget cutbacks in the area of research in librarianship.

Buttlar's findings¹⁷ however support Peritz'¹⁸ belief that there was indeed an increase in the number of research based articles. The present study, recording a total of 28.2% research articles, shows a decrease in the number of research articles since the previous studies were conducted. The fact remains that it is not feasible to compare the results because the number of journals analysed were not the same and the criteria used for defining a research article were not wholly similar in all the instances concerning this type of research.

A Chi Square analysis of the relationship between the journal and the type of article was done (see Table 5). This revealed the fact that the *Library Resources and Technical Services* journal had 20 research based articles which is the largest, in comparison to the other 9 journals selected for inclusion in the study for the duration of time between June 1994 and June 1995. *Library and Information Science Research* had 15 articles. The *Journal of Academic Librarianship* published 11 articles whereas *Library Review* and *Library Trends* had 10 research articles each. The *Library Administration* and *Library Administration and Management* journals both were conspicuous because they did not contain any research articles. *Libraries and Culture* contained research based articles that predominantly used the historical method of research. The *Library Review* had two of its issues which were completely devoted to a single theme .

TABLE 5

CHI SQUARE ANALYSIS OF THE RELATIONSHIP BETWEEN
JOURNAL AND TYPE OF ARTICLE

Journal	Type of Article					
	Non-Research Based	Research Based	Total			
	f	%	f	%	f	%
JAL	43	19.10	11	12.50	54	17.31
Lib. Admin.	27	12.05	0	0	27	8.65
Lib. A & M	48	21.43	0	0	48	15.38
Lib. & Cult.	4	1.79	9	10.23	13	4.17
Lib. Review	31	13.84	10	11.35	41	13.14
LISR	4	1.79	15	17.05	19	6.09
LRTS	6	2.68	20	22.73	26	8.33
Lib.Trends	26	11.61	10	11.36	36	11.54
Lib.Q	10	4.46	7	7.95	17	5.45
Sp. Libs.	25	11.16	6	6.82	31	9.94
Total	224	71.79	88	28.21	312	100.00

P=0.00

Chi Square = 99.449

Degrees of freedom = 9

Sample size = 312

Subject

The subject trends exhibited in the ten journals was analyzed by making a list of the subjects indicated in the articles. The subject coverage was then analyzed according to the number of times each topic was written about. Table 6 lists the thirty two subjects that were covered by the articles during the period that was studied.

It was essential to classify the subjects under these titles to understand what the specific concerns were during this time period. Management topics appear to have had top priority; this may be due to the various changes that are currently taking place in this discipline as a whole. Articles about acquisitions, library services and concerns about the profession seem to have had almost the same coverage. New topics like creating a virtual library, using html and sgml markup language, and creating a web page are being addressed for the first time. With the advent of the information highway unfamiliar terms such as cyberspace and cybrarians are becoming more common. Competitive intelligence is another topic that is gaining popularity. As information becomes more freely available, the quickness and efficiency with which it is capable of being retrieved can be of vital importance.

TABLE 6

POPULAR SUBJECTS AND NUMBER OF OCCURENCES

Content	f	%
Management	47	15.1
Acquisitions	26	8.3
Library Services	25	8.0
Professional Concerns	25	8.0
Library History	24	7.7
Cataloging	19	6.1
Innovation	14	4.5
Reference Services	14	4.5
Research	13	4.2
Electronic Publishing	9	2.9
Library Information Education	8	2.6
Automation	7	2.2
Networking and Networks	6	1.9
Resource Sharing	6	1.9
Virtual library	6	1.9
Marketing Strategies	5	1.6
Online Services	5	1.6
Bibliographic Instruction	4	1.3
Electronic Formats	4	1.3
Information Users	4	1.3
Online Retrieval	4	1.3
World Wide Web	4	1.3
Competitive Intelligence	4	1.3
Database Management	3	1.0
Document Delivery	3	1.0
Feebased Services	3	1.0
Costs	2	.6
Cultural Diversity	2	.6
Reading Habits	2	.6
Publishing	1	.3
Women in Libraries	1	.3
Total	312	100.00

The thirty two subject categories were later grouped under 10 broad categories and the results analyzed (see Table 7).

TABLE 7
POPULAR SUBJECT CATEGORIES AND COVERAGE
BY NUMBER OF OCCURENCES

Subject	f	%
Information Technology	74	23.71
Library Services	56	17.94
Management	52	16.66
Professional Concerns	32	10.25
Acquisitions	26	8.33
Library History	24	7.69
Technical Services	19	6.08
Research	13	4.16
Document Delivery/Resource Sharing	9	2.88
Library Education	8	2.56

It was found that the subjects grouped under the broad category information technology which covered all aspects of automation, database maintenance, networks, systems, online catalogs , online retrieval, online services , electronic

formats, electronic publishing and the internet were addressed more frequently than other topics. Seventy four articles or 23.71% of the total number addressed this topic. Library services accounted for 56 articles which is 17.94%; articles relating to management numbered 52 or 16.66%.

Professional concerns were addressed in 32 or 10.25% of the articles. With tight budgeting and cancelling of funds, concerns about collection development were frequently dealt with. Issues dealing with document delivery and sharing of resources were also discussed.

A very interesting development was the adoption of business strategies in developing good customer relations with the library patron. Improving library services and offering a variety of new services to fulfill the needs of the user in an electronic age are being envisioned and executed.

V. CONCLUSIONS

This study shows that the number of women authors have decreased while there is a significant increase in the number of male authors. This may be due to several factors. One of the journals that usually contains one of the largest amount of publications by women, the *School Library Media Quarterly* was not included in this study. It may also be that there is an increased number of males entering into a profession that was once dominated by women. The profession is attracting more men today because of the great changes that have been taking place in this field. Technological changes and the innovation that is currently taking place in this area is converting the library and information science discipline into one of the coveted professions.

The fact that directors and deans have authored the most number of articles shows that they are concerned at the present time with issues that are affecting the profession and with the development of the discipline. It might also be that they need to publish more to be promoted or enhance their careers. The increase in the number of librarians publishing articles illustrates the fact that the profession is developing. It might also be due to the fact that the librarians who have faculty status have to publish regularly just like the other library school faculty.

While analyzing the affiliation of the authors it was seen that the largest number of articles (77.9%) were written by authors who were affiliated with academic libraries. This might have been due to the choice of journals which tended to focus more on research articles. It might also be that it is required of academic libraries that their faculty publish regularly to promote the growth of the profession.

While analysing the research and non-research articles it was seen that 28.2% of the articles were research based and that the most popular research method was the survey method. The survey method has remained the favored method for the past few years.

Librarianship is rife with conjecture about the future of the library. The subjects discussed in the articles in the various library journals very clearly reflect the prevailing trends affecting the profession. Aided by technology, information is being produced at the fastest rate in the history of man. Telecommunications technology together with computers has completely changed the library's organization and services. The subject trends in the journals studied show that the authors are increasingly aware of and concerned about issues relating to the new technologies introduced into the libraries such as the electronic formats, online catalogs and the ever increasing flood of information on the internet. Slashing of library budgets has

caused a great deal of concern in all areas of the library especially in collection development. Academic and public libraries are engaged in strategic planning to make full use of the resources available to them. The need to re-engineer the traditional organization of the library seems imminent.

Library school faculty and students have been greatly concerned by the changes that have been taking place around them. They are beginning to wonder about the efficacy of the present curriculum in library schools and the need to change and restructure instruction and curriculum to suit the needs of the present times.

Although several studies on the same line as this study have been carried out before, replication of analysis of journal literature in the field of library and information science can prove to be useful when tracing subject trends and changes that are taking place in the field. These studies can be compared and new assumptions formulated.

A study of the library and information science journals shows that there is a great amount of literature concerning library science being published today. The increase in the number of journals and the wide coverage being given to subjects concerning this profession only reveal the fact that library and information science has indeed arrived and is ready to soar into the mysterious realms of cyberspace.

APPENDIX A
CODING SHEET

1. ID Number
2. Journal
3. Gender
4. Occupation
5. Affiliation
6. Type of Article
7. Method
8. Subject
9. Number of Pages

APPENDIX B

LIST OF JOURNALS INCLUDED IN THE STUDY

1. Journal of Academic Librarianship
2. Library Administration
3. Library Administration and Management
4. Libraries and Culture
5. Library Review
6. Library and Information Science Research
7. Library Resources and Technical Services
8. Library Trends
9. Library Quarterly
10. Special Libraries

APPENDIX C
LIST OF AFFILIATIONS

1. Academic Librarie
2. Public libraries
3. Special libraries
4. School Libraries
5. Consultants
6. Research Centers
7. Other

APPENDIX D
LIST OF OCCUPATIONS

1. Library Deans/Directors
2. Adminstrators
3. Head of Reference Services
4. Reference Librarians
5. Head of Technical services
6. Technical Services Librarians
7. Head of Systems
8. Systems Librarians
9. Head of Collection Development
10. Collection Development Librarians
11. Head of Document Delivery
12. Document Delivery Librarians
13. Library School Deans
14. Library School Faculty
15. Other Faculty
16. Head of Special Libraries
17. Special Librarians
18. Directors/Presidents of Inf.Companies
19. Consultants
20. Editors/publishers
21. Graduate students
22. Other

APPENDIX E
LIST OF SUBJECTS

1. Automation
2. Acquisitions
3. Bibliographic Instruction
4. Cataloging
5. Innovation
6. Costs
7. Database Management
8. Document Delivery
9. Electronic Formats
10. Electronic Publishing
11. Feebased Services
12. Information Users
13. Library History
14. Library Information Education
15. Library Services
16. Management
17. Marketing Strategies in Library Service
18. Networking/networks
19. Online Catalogs
20. Online Services
21. Professional Concerns
22. Reference Services
23. Online Retrieval
24. Research
25. Resource Sharing
26. Virtual Library
27. World Wide Web/Internet
28. Cultural Diversity
29. Publishing
30. Reading Habits
31. Competetive Intellegence
32. Women and Librarianship

APPENDIX F
RESEARCH METHODS

1. Survey Method
2. Content Analysis
3. Historical Research
4. Observation and Description
5. Experiment
6. Case Study
7. Combination of Methods
8. Bibliometrics
9. Statistical Method

ENDNOTES

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